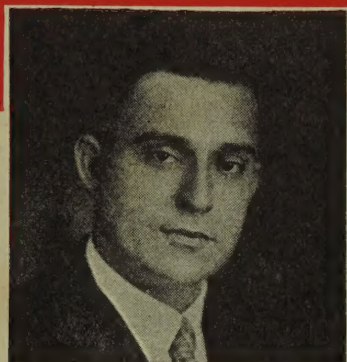


1935 has the best profit outlook in several years for Poultry Raisers



Otto Kircher
OWNER-MANAGER

Kircher's
MISSOURI
STATE
HATCHERY
BUTLER, MO.

BUTLER, MO., APRIL, 1935.

We can still book your order for May and June delivery at prices shown in this folder. Some Hatcheries have advanced prices 50% above last year. Super-Test Chicks—the superb quality with sensational records—are in tremendous demand. Hurry your order today.

As you well know stocks of eggs and poultry are low and prices are high. From all indications we confidently expect prices to go still higher.

We are advising our customers to have more real producing flocks this year so that they can make real money next fall and winter.

This is a time when every poultry raiser should look into the future and plan his flocks to produce the maximum in eggs and poultry.

Read our price offers on inside pages and don't fail to read Mr. Kircher's personal message to poultry raisers on last page of this folder. It plainly explains today's poultry situation.

MAY and
JUNE

1935 PRICES
on inside pages...

NOW is the time to place **CHICK** orders for May and June delivery



\$1.00
books order

We can ship C.O.D. for the balance

Order your Chicks at these low prices so you will get them when you want them. Each order receives our personal attention. Every chick Accredited and Bloodtested for B. W. D. by authority Missouri Accredited Hatchery Board. Stained Antigen rapid whole blood test approved. All chicks come from flocks of good type, color, strong, healthy stock. REFERENCES: Any bank in Butler, Farm Agent, Mo. Poultry Assn., Dun and Bradstreet.

DELIVERY: Hatches every week during 1935 season. 100% Live Delivery Guaranteed.

AT THESE PRICES YOU WILL SAVE IF YOU ORDER YOUR CHICKS NOW. PRICES ARE SUBJECT TO CHANGE ANY TIME.

TERMS: \$1.00 deposit with your order will insure you the delivery date and the number of chicks you will want. Balance due ten days before we ship or send cash in full with your order for quick delivery. We pay all postage charges on orders that are paid for in full ten days before shipment. We can ship C. O. D. for balance due.

MISSOURI STATE HATCHERY A GRADE CHICKS All Good Stock—Regular Hatchery Grade					
Price for	25	50	100	300	500
S. C. White Leghorns	\$2.25	\$4.00	\$7.40	\$21.75	\$36.00
Big Type White Leghorns					
Barred Plymouth Rocks	\$2.40	\$4.25	\$7.90	\$23.25	\$38.50
White Plymouth Rocks					
Buff Plymouth Rocks					
S. C. Rhode Island Reds	\$2.40	\$4.25	\$7.90	\$23.25	\$38.50
White Wyandottes					
Buff Orpingtons					
White Minorcas	\$2.65	\$4.75	\$8.75	\$25.50	\$41.50
Light Brahmas					
Kircher's Golden Buff Minorcas Our own Special Breed	\$2.65	\$4.75	\$8.75	\$25.50	\$41.50
HEAVY ASSORTED for Broilers	\$1.85	\$3.40	\$6.40	\$19.00	\$31.75
ASSORTED for Layers	\$1.80	\$3.35	\$6.30	\$18.90	\$31.50

Our Assorted Chicks are not culls. A number of our friends order these chicks since they do not care about having a flock all one breed.

**Our Price List
is Your Poultry Guide**

MISSOURI STATE HATCHERY AA GRADE CHICKS

Our Bred-to-Lay Matings—Bloodtested—Accredited
LOOK! Money-Making Chicks at Real Prices.

Price for	25	50	100	300	500
S. C. White Leghorns	\$2.60	\$5.00	\$9.40	\$27.70	\$45.00
Barred Plymouth Rocks					
White Plymouth Rocks	\$2.75	\$5.25	\$9.90	\$29.00	\$47.50
Buff Plymouth Rocks					
S. C. Rhode Island Reds					
White Wyandottes	\$2.75	\$5.25	\$9.90	\$29.00	\$47.50
Buff Orpingtons					
Booth White Minorcas					
Light Brahmas	\$3.00	\$5.75	\$10.75	\$31.75	\$50.00
White Langshans					
Kircher's Golden Buff Minorcas Our own Special Breed	\$3.00	\$5.75	\$10.75	\$31.75	\$50.00

MISSOURI STATE HATCHERY AAA GRADE CHICKS

Our Super Egg Matings—Exhibition Stock—Bloodtested—Accredited
Our Best Grade. We recommend AAA and AA Grade Chicks. They come from well-bred, healthy flocks and are most satisfactory.

Price for	25	50	100	300	500
S. C. White Leghorns	\$3.00	\$5.90	\$11.40	\$33.50	\$54.00
Barred Plymouth Rocks					
White Plymouth Rocks	\$3.25	\$6.15	\$11.90	\$35.00	\$56.00
Buff Plymouth Rocks					
S. C. Rhode Island Reds					
White Wyandottes	\$3.25	\$6.15	\$11.90	\$35.00	\$56.00
Buff Orpingtons					
Booth White Minorcas					
Light Brahmas	\$3.75	\$7.25	\$14.00	\$41.50	\$68.00
White Langshans					
Kircher's Golden Buff Minorcas Our own Special Breed	\$3.75	\$7.25	\$14.00	\$41.50	\$68.00

PRICES ON HYBRID—DAY-OLD PULLETS OR MALES
(Add 1c per chick if order is for less than 100 chicks)

	100	500	1000
Hybrid Pullets (Day Old)	\$13.00	\$39.00	\$65.00
Hybrid Males (Day Old)	\$ 7.00	\$20.00	\$33.00

We guarantee 80% accuracy in selecting sex of Hybrids. We are hatching a White Hybrid which is a cross between White Rock Pullets and White Leghorn Cockerels. The dark Hybrid is a cross between Barred Rock Pullets and Rhode Island Red Cockerels. Pullets make great layers. Males are of finest quality for broilers. All orders for Hybrids have to be booked in advance on account of the big demand. Chicks hatched from good eggs will produce good, sturdy chicks, making you an EXTRA BIG PROFIT.

Send all orders and make all checks payable to



KIRCHER'S
Missouri State Hatchery
BUTLER, MISSOURI

**EXTRA SPECIAL
COMBINATION OFFERS .**

We have found that a number of our good customers want chicks from two different grades of the same breed, so we are listing combination prices below as described. When you order be sure to state the combination number and breed you want. Here is our bargain counter.

COMBINATION OFFER NO. 1

50 AAA Grade White Leghorns, S. C. Rhode Island Reds, Barred Rocks, Buff Rocks, White Rocks, Buff Orpingtons or White Wyandottes combined with 50 A Grade Chicks of same breed, making a total of 100 good, healthy, egg-laying B.W.D. tested ACCREDITED CHICKS.
All at the SPECIAL PRICE OF **\$8.50**
Prepaid when you send cash in full with your order.

COMBINATION OFFER NO. 2

50 AAA Grade Kircher Golden Buff Minorcas—the outstanding breed and our BIGGEST Bargain—or Booth White Minorcas combined with 50 A Grade Chicks of the same breed, making a total of 100. Here is your opportunity to buy some of the best chicks at a real Bargain price. All flocks bloodtested, bred for show and egg production.
All at the SPECIAL PRICE OF **\$10.00**
Postpaid when you send cash with order.

COMBINATION OFFER NO. 3

100 Heavy Assorted. You name three breeds that will be satisfactory to you and we will ship your full order all of the same breed. We reserve the right to name one breed from the three and to limit the number of orders we furnish under this offer, so send your order as soon as possible. All orders accepted will be filled.
Bloodtested Chicks
SPECIAL PRICE postpaid **\$6.75**

We hatch three grades of Super-Test chicks in our leading varieties.
Super-Test Grade AAA—Our Exhibition grade. Super-Test Grade AA—Bred-to-lay stock and Super-Test Grade A—All good stock, regular hatchery grade.
Super-Test Grade AAA—The cream of all our chicks. If you want as good chicks as you can get for the money, buy these Super-Test AAA grade chicks and next fall when they start laying you will be mighty well pleased.
Super-Test Grade AA—These are from selected stock and will make good, dependable layers. These are second only to our AAA grade.
Super-Test Grade A—Good, healthy chicks from rigidly culled farm flock matings—as good as you can get for the money, but not as good or as profitable as the AAA or AA grade.

**KIRCHER'S
GOLDEN BUFF
MINORCAS**



OUR OWN SPECIAL BREED

Kircher's Golden Buff Minorcas—the egg class chicken that lays lots of big eggs, but weighs like heavier breeds—will make you a big profit on the amount invested.

Kircher's Golden Buff Minorcas are sold out for April. Send us your order today for May and June delivery.

Grade	25	50	100	300	500
A	\$2.65	\$4.75	\$ 8.75	\$25.50	\$41.50
AA	\$3.00	\$5.75	\$10.75	\$31.75	\$50.00
AAA	\$3.75	\$7.25	\$14.00	\$41.50	\$68.00

KIRCHER'S



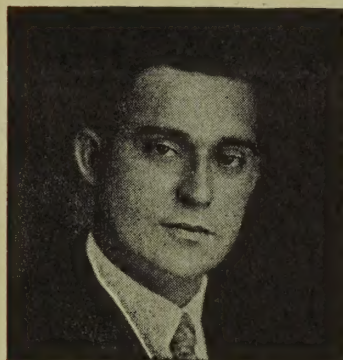
"Where Quality Reigns Supreme"



BUTLER, MO.

April, 1935

**A Frank Letter From
OTTO C. KIRCHER**



OTTO C. KIRCHER

**WRITTEN ESPECIALLY TO
POULTRY RAISERS
WHO WANT REAL FACTS
ABOUT TODAY'S
POULTRY SITUATION**

Dear Friend:

This letter is being sent to you because, as an old friend, we are anxious that you should not suffer through having delayed your order for Super-Test Baby Chicks. We know that for some very good reason you have not been able to send your order earlier, and as your good will comes FIRST with us, we are going to give you this opportunity to order at a money-saving price.

The fact is that hens on the farms have been sold off to such an extent during the past year that a most alarming shortage of laying stock now exists. The plain truth is that baby chick hatcheries are unable to get enough hatching eggs to go into the incubators and a scarcity of baby chicks has resulted. Many will not be able to get baby chicks at all.

Now, this is not just talk. You will remember that last fall we informed our customers that prices

would go up. Well, many folks said they didn't believe it—that it was just sales talk to get the orders in. To their painful surprise, prices DID go up. Then we were forced to notify our friends and customers of another price increase. And those who didn't send in their orders found that prices DID go up again. We just didn't have any choice about the matter. We HAD to raise prices, because of increasing cost of production.

Now—because we value your good will, we are sending you this "inside" information—for your own sake, get your order in for chicks right away, and we will give you every consideration. We are happy to say that the Super-Test flocks are in the pink of condition, shelling out the big eggs and lots of them. We can still take care of any size order—from 25 to 10,000 chicks, or more. But they are going fast—far faster than any year in all our experience—and we won't be able to say very much longer that we can take care of ANY size order.

Send your order by return mail—a convenient order blank and return envelope are enclosed—we'll be looking for it, and assure you of some of the finest chicks you ever saw.

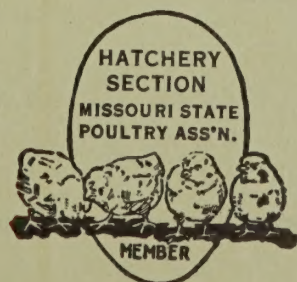
Yours most cordially,

Otto C. Kircher

Owner-Manager

**KIRCHER'S MISSOURI STATE HATCHERY
BUTLER, MISSOURI**

**Send for our Complete
Illustrated Catalog
IT'S FREE**



KIRCHER'S

MISSOURI
STATE
HATCHERY
Butler
Missouri

Where Quality Reigns Supreme

RETURN POSTAGE GUARANTEED



PAID
Permit No. 3

George Rogers

Northwood Narrows, N. H.

PULL OUT FOR POSTAL INSPECTION

From _____

Postoffice _____

State _____

R. F. D. _____ Box No. _____

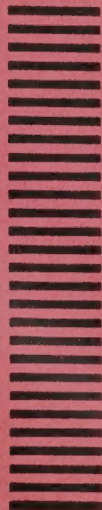
FIRST CLASS
Permit No. 1
(Sec. 510 P. L. & R.)
Butler, Mo.

BUSINESS REPLY ENVELOPE

NO POSTAGE NECESSARY IF MAILED IN THE UNITED STATES

POSTAGE WILL BE PAID BY

Kircher's
Missouri State Hatchery
BUTLER, MISSOURI



Kircher's Missouri State Hatchery

Butler, Mo.

SPECIAL MAY and JUNE DISCOUNT

As a special inducement to have you place your order with us for MAY and JUNE delivery, we offer you the following discounts. As the demand for our Super-Test Chicks is very great, we advise you to place your order at once, so you will get what you want, when you want it.

SPECIAL DISCOUNTS

REGULAR BREEDS:

Discounts apply to all orders for April, May and June delivery.

2% on all Grade A Chicks, not including assorted chicks or combination offers.

5% on all Grade AA Chicks, not including assorted chicks or combination offers.

10% on all Grade AAA Chicks, not including assorted chicks or combination offers.

KIRCHER'S GOLDEN BUFF MINORCAS:

Same discount as on Regular Breeds, but effective only on deliveries from May 25th to June 30th.

HYBRIDS: (Pullets or Males)

5% discount, June delivery only.

EXTRA SPECIAL FOR CASH WITH ORDER

Our prices are f. o. b. hatchery, but if you send CASH WITH ORDER you can save the delivery charges and we will send your chicks PREPAID. This EXTRA SPECIAL offer good for April, May and June deliveries only, so place your order now. FIRST COME—FIRST SERVED.

SAVE MONEY—ORDER NOW

MISSOURI STATE HATCHERY, Butler, Mo.

Otto C. Kircher, Owner-Manager.

ORDER BLANK

Send all orders and make all checks payable to

Kircher's Missouri State Hatchery

BUTLER, MISSOURI

\$1.00 BOOKS ORDER—WE CAN SHIP C. O. D. FOR BALANCE

Write plainly

Date _____

Name _____

Town _____ State _____

Route or Street No. _____ County _____

No. of Chicks	Grade	Kind Wanted	Amount

TOTAL AMOUNT OF ORDER

AMOUNT SENT WITH ORDER

Shall we ship C. O. D.
for balance due?

AMOUNT STILL DUE

Second Choice _____

Third Choice _____

Shipping date preferred _____

Earliest date you will accept Order _____

Latest date you will accept Order _____

If you wish chicks shipped by express and your express office is different from postoffice address, give full shipping instructions on back of this order blank.

We hatch three grades of Super-Test chicks in our leading varieties.

Super-Test Grade AAA—Our Exhibition grade. Super-Test Grade AA—Bred-to-lay stock and Super-Test Grade A—All good stock, regular hatchery grade.

Super-Test Grade AAA—The cream of all our chicks. If you want as good chicks as you can get for the money, buy these Super-Test AAA grade chicks and next fall when they start laying you will be mighty well pleased.

Super-Test Grade AA—These are from selected stock and will make good, dependable layers. These are second only to our AAA grade.

Super-Test Grade A—Good, healthy chicks from rigidly culled farm flock matings—as good as you can get for the money, but not as good or as profitable as the AAA or AA grade.

ALL FLOCKS ACCREDITED AND BLOODTESTED FOR B. W. D.

By Authority of Missouri Accredited Hatchery Board

Stained Antigen Rapid Whole Blood Test Approved by the U. S. Dept. of Agriculture

Chicks Shipped C. O. D. and 100% Live Delivery Guaranteed

We Guarantee Satisfaction

Order Now

**Only \$1.00 Deposit with order insures delivery
date and number you want.**

**(READ ABOUT KIRCHER'S GOLDEN BUFF MINORCAS ON
BACK OF THIS ORDER BLANK)**

KIRCHER'S GOLDEN BUFF MINORCAS

Super-Test - Accredited - Bloodtested - Fine Layers

THE KIRCHER STRAIN OF SUPER-TEST ACCREDITED GOLDEN BUFF MINORCAS

Originated by Otto C. Kircher, Butler, Missouri

The Kircher Strain of Single Comb Buff Minorcas were originated by Otto C. Kircher, owner and manager of Kircher's Missouri State Hatchery. This strain is advertised in the leading poultry journals, and this advertising means a great deal to the owner of Kircher Strain Buff Minorcas.

Many of our customers are able to sell eggs for hatching to the hatcheries in their localities, and receive fancy prices for the eggs from their flocks. We allow our customers to advertise they have Kircher Strain when advertising their hatching eggs or stock for sale. The supply of Buff Minorcas is comparatively small, and those who wish to offer their surplus eggs, chicks or stock from their flocks for sale, find that there is a ready sale. People demand the Kircher Strain, and by stating in your advertisement you have this strain, you should have no trouble in selling your products.

A BREED WITH A FINE FUTURE

Buff Minorcas meet the wish of practical poultry farmers for a bird that is so big and strong that it has the vitality to meet the hardships of climate or conditions.

This breed meets the highest requirements of the market, being about as large as such breeds as Rocks and Reds, with plenty of meat. In addition, these birds are fine layers, and lay a high-grade egg. The shell is pinkish-white. There are more firsts in these eggs, and the premium increases the income from the flock beyond the average.

They are an active bird, but not scary or flighty. Yet they are good foragers, and you will always find these Minorcas busy working and singing. Their chicks are good and strong, show quick development, and are ready for the broiler market often a week or two ahead of other varieties, which often means several cents extra on the pound. That's why thousands of farmers are changing to Kircher's Golden Buff Minorcas.

Kircher's Missouri State Hatchery
BUTLER, MISSOURI

Please send us names of friends interested in baby chicks.

NAME	ADDRESS

USE ORDER BLANK ON REVERSE SIDE